

CBI's statement on student broadcasting in college athletics

One function of CBI is to advocate on behalf of student media outlets.

As part of that function, CBI released a statement with the Student Press Law Center (SPLC) in February advocating for student media outlets to be allowed to continue offering live coverage of college athletics events.

Since CBI released its statement with SPLC, College Media Association (CMA) has joined the statement in support of college stations. Read on for the original statement, and for CMA's support.

"College Broadcasters, Inc. (CBI) and the Student Press Law Center (SPLC) stand behind student media outlets that have lost the ability to offer live game coverage of their schools' athletic events due to exclusive agreements signed between athletic departments and commercial broadcasters.

"Student-run media outlets are a vital part of the experiential education offered on college campuses. Restricting or denying student access to high-profile events is both harmful to student development and antithetical

to the value of the free exchange of ideas championed at educational institutions. Many professional sports broadcasters and journalists first developed their skills in student media. Cutting off access to student media outlets not only undermines the academic and co-curricular mission of higher education but hinders the development of today's students into tomorrow's media professionals.

"While we understand the economic imperatives behind these agreements, we believe these can exist cooperatively with student-operated broadcasts, which are generally non-commercial in nature. We cannot support contracts with outside entities that restrict the freedoms of student media, particularly when these agreements are made by college administrators only, without considering student opinions.

"CBI and the SPLC would like to urge colleges and universities to consider student media outlets when considering broadcast rights agreements with outside entities, and to preserve the rights of student media

outlets to cover their fellow students' athletics events."

CMA publicly joined the original statement in April.

"We appreciate our friends at CBI and SPLC for supporting student media by asking that student broadcasters not be shut out of invaluable learning experiences," said Rachele Kanigel, CMA President, in a release about the joint statement. "We wholeheartedly lend our support to their statement."

To request more information about this statement on student media broadcasts of college athletics events, contact CBI Executive Director Will Robedee through the board member contact form at www.askcbi.org.

For more information about CBI's advocacy policy, visit www.askcbi.org, click the "About CBI" tab and select "CBI Advocacy Policy." CBI advocacy may involve issues specific to a single member or broader actions affecting media outlets. CBI will only consider advocating in situations where student control of student media is placed at risk.

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**MINNEAPOLIS****OCT. 22-24, 2015**

Updates from the CBI Board

HELP WANTED

CBI is now accepting nominations for three upcoming open positions on the organization's board of directors.

Board positions that will be open in the next year are:

- Vice President (3-year term): The Vice President acts as a liaison to other organizations, presides over member meetings, prepares organization news releases, and assists with the annual convention, among other duties.

- IT Content Director (3-year term): The IT Content Director maintains the CBI website and social media accounts, creates and maintains the annual convention website, and assists with news releases and other marketing initiatives, among other duties.

- Student Representative (1-year term): The student representative must be from a member station and must be a full-time student during their term. This board member represents the student voice from CBI

member outlets, helps develop student-friendly initiatives, and assists with the annual convention, among other duties.

Terms will begin December 1, 2015. For a full description of board member duties and qualifications, visit www.askcbi.org, About-Bylaws.

Elections for new board members will happen this fall, and the results will be announced at CBI Minneapolis, Oct. 22-24.

To be considered, nominations must be sent to CBI Elections Commissioner Ed Arke by Monday, June 1. Self-nominations are accepted.

Contact Ed at earke@messiah.edu.

Webcasting rates and record-keeping

CBI has been working on behalf of student media outlets to ensure a reasonable fee for webcasting music and to provide options concerning reporting to SoundExchange. The current rates are the result of a negotiated settlement and are in effect through Dec. 31, 2015. CBI has negotiated a settlement for Jan. 1, 2016 through Dec. 31, 2020, but that has not yet been adopted by the judges overseeing the rate determination process. Stay tuned to www.askcbi.org for updates on this topic.

Contribute to CBInsights

Campus media and associate members, you're invited to submit article ideas for upcoming editions of CBInsights.

Articles including insights on new developments and ideas in campus media and broadcasting are welcome.

If you've got an idea for an article that would appeal to campus media students, media advisers, or associate members, send a short description of the topic to Margaret Hair, CBI secretary, at membership@askcbi.org.

Advertise in future editions of CBInsights

Interested in placing an ad in CBInsights? The newsletter reaches about 1,600 current, former and potential CBI members.

CBInsights advertising rates:

- Full page (7.5" x10") - \$500
- Half-page horizontal (7.5" x5") - \$275
- Half-page vertical (3.75" x10") - \$275
- Quarter-page (3.75" x5") - \$150

Contact Margaret Hair, CBI secretary, at membership@askcbi.org for more information about advertising.

CBInsights

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Questions? Comments?
Phone: 1-855-ASK-4CBI
Web: AskCBI.org
Facebook/Twitter: AskCBI

College Broadcasters, Inc.
UPS - Hershey Square Center
1152 Mae Street
Hummelstown, PA 17036

CBI Board of Directors
President
Greg Weston
WPTS-FM, University of Pittsburgh
grw8@pitt.edu

Vice President
Herbert Dunmore
GreyComm Studios, Loyola University Maryland
hjdunmore@loyola.edu

Development Director
Mark Maben
WSOU-FM, Seton Hall University
mark.maben@shu.edu

Treasurer
Lisa Marshall
WMCO-FM, Muskingum University
lisam@muskingum.edu

Secretary & CBInsights Editor
Margaret Hair
KJHK-FM, University of Kansas
margaret@kjhk.org

IT Content Director
Jessica Clary
SCAD Atlanta Radio, Savannah College of Art and Design Atlanta
jclary@scad.edu

Student Representative
Amanda Reesman
WMUL-FM
Marshall University
wmul@marshall.edu

Important Contacts
Executive Director
Will Robedee
KTRU and RTV5, Rice University
ExDir@AskCBI.org

Immediate Past President
Warren Kozireski
WBSU-FM, College at Brockport
wkoziresh@brockport.edu

Awards Coordinator
Steven Hames
Viking Fusion, Berry College
shames@berry.edu

Elections Commissioner
Ed Arke
WVMM-FM, Messiah College
earke@messiah.edu

CBI Minneapolis: Oct. 22-24, 2015

Each year, CBI's National Student Electronic Media Convention (NSEMC) brings students, faculty and staff involved in campus media, media companies and broadcast professionals together for three days of sharing ideas and learning new skills.

This year's convention is scheduled for Oct. 22-24 at the Hyatt Regency Minneapolis.

Session proposals now open

CBI is accepting proposals for the 2015 NSEMC.

Media professionals and member stations are welcome to submit. Proposals are due by Aug. 1.

"The convention is a great resource for students and their advisers," said Will Robedee, CBI Executive Director. "They learn a lot from one another and the professionals who come in to share their knowledge and passions. The professionals who come in to speak almost without exception thank us for the opportunity and tell us what a great experience it was for them."

CBI is looking to program more than 100 sessions for the fall 2015 convention, with topics including career advice, technical skills, social media, promotions, copywriting, news, sports, announcing, sales, and more. CBI's goal is to notify everyone who submits a proposal of their proposal's status by Aug. 15.

Ready to present your area of expertise to an audience of college students involved in electronic media outlets from across the country? Head to www.askcbi.org/minneapolis/session-proposals to learn more.

To get an idea of the types of sessions CBI has offered in the past, visit the website of the 2014 NSEMC at www.askcbi.org/seattle.

New this year: Research paper showcase

CBI invites scholarly papers from university-affiliated faculty and staff for presentation at NSEMC Minneapolis for the debut research paper showcase. Paper topics should have a research focus involving electronic media, broadcast journalism and/or legal and ethical areas of electronic media.

First, second and third place papers will be invited to present at NSEMC at a session in Minneapolis. The first-place paper will be recognized as part of the awards ceremony.

Page limit and format details are available at www.askcbi.org/minneapolis.



NSEMC 2015 registration open; submit by Oct. 1 for early bird rates

Registration for the 2015 National Student Electronic Media Convention in Minneapolis is open.

Through the online registration form, campus media representatives from CBI member and non-member outlets, and all other attendees can register for the Oct. 22-24 convention. Register at www.askcbi.org/minneapolis/registration.

Registration rates for CBI Minneapolis are:

- Early bird registration rates through Oct. 1, 2015:
 - CBI member student, adviser or manager: \$100
 - Non-member student, adviser or manager: \$160
 - All other attendees: \$200
- Regular registration starting Oct. 2, 2015:
 - CBI member student, adviser or manager: \$130
 - Non-member student, adviser or manager: \$200
 - All other attendees: \$300

Registration is also available for a special pre-convention workshop for new and emerging advisers. During this four-hour interactive workshop, we will cover the role of the adviser; how to recruit, manage and train students; and what you need to know about technology, FCC law, on-campus relationships and the business side. Registration is \$50 and is available with convention registration.

CBI Minneapolis: Oct. 22-24, 2015



Updates available on convention website

The planning committee for CBI Minneapolis will be posting updated information about this year's convention as it becomes available.

Check out www.askcbi.org/minneapolis for news about registration, convention sessions and speakers, and activities available in the Minneapolis area.

As the convention gets closer, you'll find complete session descriptions, speaker bios, information about CBI's convention cybercast program, additional information about the Next Generation Radio project, and full sponsor and exhibitor information.

Announcing the NSEMC 2015 keynote speaker

CBI is excited to announce Lori Lewis of Jacobs Media as the keynote speaker for the convention in Minneapolis.

Lewis is a digital and social media strategist for Jacobs Media, a media consulting firm. In addition to her extensive experience in social media strategy, Lewis brings a background in radio broadcasting to this year's convention. Her radio resume includes time as an on-air personality at stations in Las Vegas, Nev., Mobile, Ala., and Tampa, Fla., and as program director for WSMJ Baltimore.

In addition to a keynote focused on social media scheduled for Saturday, Oct. 24, Lewis will lead a convention session on Friday, Oct. 23.

Convention rate card

CBI's annual convention offers many opportunities for sponsors to increase brand awareness and reach potential new customers.

The National Student Electronic Media Convention (NSEMC) is America's only convention dedicated exclusively to the interests of student TV/video outlets, radio stations, webcasters and convergent media. Opportunities to reach those outlets at the convention are available through exhibits at a two-day trade show; sponsorships of convention events, swag or awards; and advertising in the convention program.

For rates and more information about how to become a sponsor for this year's NSEMC in Minneapolis, visit www.askcbi.org/minneapolis/sponsors-exhibitors. Early bird rates are available until Aug. 7.

National Student Production Awards

Submissions are open until 11:59 p.m. Friday, May 15 for CBI's 2015 National Student Production Awards contest.

All entries must be submitted online at www.askcbi.org. Look for the "awards" tab, and scroll down for a full list of rules and the entry form for the 2015 contest.

Description of all audio, video and combined awards categories begin on this page, and continue on page 5.

All entries must be totally student-produced for a campus media outlet or for college credit, and must have been originally broadcast between June 1, 2014 and May 14, 2015. Entries are limited to two per category per station, and the same audio/video piece may only be entered in one category each contest year. For a full list of contest rules, turn to the back page of this newsletter.

Entries are FREE for CBI members. The entry fee for non-members is \$65 per submission.

Want to become a member of CBI? Head to www.askcbi.org and click the "Join" tab for information about member benefits and to apply.

Awards Category Descriptions: Audio

BEST DJ

The entry should highlight the on-air announcing skills of an exceptional radio talent(s). The entry may feature a show team with single or multiple on-air personalities. A DJ aircheck consists only of breaks taken by the announcer(s). Whole songs, PSAs or promos which do not feature the announcer(s) are not to be included; a few seconds of each song, PSA or promo are allowable to establish the transition between breaks. Original comedy skits and escapades (with the subjects' permission, that is) are allowable. The entry submitted should be no longer than five (5) minutes.

BEST STATION PROMO

Creative use of voice, music and/or sound effects are to be combined to form an announcement used to promote a campus media outlet. In addition, entries should include the name of the station. The entry must be 90 seconds or less.

CBI National Student Production Awards: Audio, Video and Combined category descriptions (continued from page 4)

BEST PUBLIC SERVICE ANNOUNCEMENT

Creative use of voice, music and/or sound effects are combined to form a public service announcement used to provide public service to the campus community and the city of license. The PSA should be localized to the community the student media outlet serves, and is not to be entirely national in scope. The entry must be a standard length of 15, 30 or 60 seconds. Time limits will be strictly enforced by the judges. Subject cannot be the media outlet or college/university itself.

BEST NEWSCAST

The entry must be a single, regularly scheduled newscast no more than five (5) minutes in length. Special segments such as pre-produced features or investigative reports may be included in the newscast but will not be considered by the judges for the purpose of this award, unless those segments are locally produced by the media outlet. Judging will be based on content and service to the community. Considerations will include writing, editing, news judgment and use of audio.

BEST NEWS REPORTING

This category is for hard and soft news packages that would air during a regularly scheduled newscast or magazine show. An entry is a single news story that features sound to enhance the package. The entry must be no longer than three minutes and thirty seconds (3:30).

BEST SPECIAL BROADCAST

The entry must be a locally originated program of a one-time or annual nature that is NOT a sports event or regularly scheduled program. Judges will consider creativity and the degree of interest generated by the presentation. The entry must be a minimum of ten (10) minutes.

BEST DOCUMENTARY

The entry must be a program dealing with an issue of public interest explored in-depth with multiple sources. Extensive use of sound to enhance the content is required. The documentary must be produced entirely by students. Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. The entry must be no longer than thirty (30) minutes.

BEST PODCAST

This is unique programming or a rebroadcast of an audio program intended for an online audience. The entry must be no longer than ten (10) minutes, although the program may have been longer in its entirety.

BEST SPORTS REPORTING

This category is for shorter sports packages or any regularly scheduled sportscast. An entry could be a single sports story which features sound used to enhance the package or could be a sportscast. Maximum of three minutes and thirty seconds (3:30). Radio sports play-by-play segments are not permissible in this category.

BEST SPORTS PLAY-BY-PLAY

Entry must be play-by-play coverage of a sports event. The entry must be the program as broadcast, except that the segment submitted may be no longer than thirty (30) minutes. In addition, the segment entered must be consecutive minutes, not several samples of scoped material.

BEST REGULARLY SCHEDULED ENTERTAINMENT PROGRAM

Entry must be of a weekly or regularly scheduled program such as comedy, soap opera, talk show or other show of non-news or non-sports content. One or multiple talent(s) is acceptable. Maximum of thirty (30) minutes, though the original may have been longer.

Awards Category Descriptions: Video

BEST COMEDY

Weekly or regularly scheduled television comedy-based program. The segment submitted can be no longer than thirty (30) minutes, though the original may have been longer. Judging will be based on writing, acting and production elements.

BEST STATION PROMO

Creative use of voice, music, sound effects, video footage, graphics and other visuals are combined to form an announcement used to promote the campus media outlet. Entries should include the name of the station. The entry must be 90 seconds or shorter.

BEST PUBLIC SERVICE ANNOUNCEMENT

Creative use of voice, music, sound effects, video footage, graphics and other visuals to create a PSA for the campus community which the media outlet serves. The PSA should be localized, and not national in scope. The entry should be a standard length of 15, 30 or 60 seconds. Subject cannot be the media outlet or college/university itself.

BEST NEWSCAST

The entry must be a single, regularly scheduled newscast over five (5) minutes. Special segments such as pre-produced features or investigative reports may be included in the newscast but will not be considered for the purpose of this award, unless those segments are locally produced by the media outlet. Sports segment should not be longer than one-third of the broadcast. Considerations will include writing, editing, news judgment and use of audio and video.

BEST NEWS REPORTING

This category is for hard and soft news packages that would air during a regularly scheduled newscast or magazine show. An entry is a single news story that features sound and/or dramatic video to enhance the package. Maximum length of 3:30.

BEST SPECIAL BROADCAST

The entry must be a locally originated program of a one-time or annual nature that is NOT a sports event or regularly scheduled program. Judges will consider creativity and the degree of interest generated by the presentation. Minimum of ten (10) minutes.

BEST VODCAST

This is unique programming or a rebroadcast of a video program intended for an online audience. Maximum of ten (10) minutes; the program may have been longer in its entirety.

BEST SPORTSCAST

Must be a single, regularly scheduled sportscast or sports-themed show. Special segments may be included, but will not be considered for the purpose of this award unless they are locally produced. Judging will be based on content and service to community. Considerations will be include writing, editing and sports news judgment.

(awards category descriptions continue on page 6)



College Broadcasters, Inc.
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Hummelstown, PA 17036

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Awards Category Descriptions: Video (continued from page 5)

BEST DOCUMENTARY/PUBLIC AFFAIRS

The entry must be a program dealing with an issue of public interest explored in-depth with multiple sources. Extensive use of sound to enhance the content is required. The documentary must have been produced entirely by students. Judges will evaluate the quality of production and journalistic skills demonstrated in presentation and editing. Maximum length of thirty (30) minutes.

BEST GENERAL ENTERTAINMENT PROGRAM

Entry must be of a recurring program such as a magazine, drama, reality or game show, or other shows of non-news or non-sports content. One or multiple talent(s) is acceptable. Maximum length of 30 minutes, though the original may have been longer.

Awards Category Descriptions: Combined Categories

BEST STUDENT MEDIA WEBSITE

Students who are making the best effort to provide solid online strategy for their campus media outlet should submit their station's URL to enter this category. Judges will consider: How easy the site is to navigate;

how user friendly the website is for those seeking information about the media outlet; and if the website is a destination or resource for listeners/viewers.

BEST SOCIAL MEDIA PRESENCE

Students who are using social media as a way to engage their station's audience and the community at large should enter URLs for their various social media platforms (Facebook, Twitter, Instagram, etc.). Judges will look at a station's overall social media presence based on their platform(s), and will consider: Quality of posts - grammar, use of hyperlinks, use of hashtags, and the quality of media used in posts (videos, graphics, photos, etc.); creativity of posts and media; incorporation of station imaging and media; and overall engagement with the audience.

BEST STATION IMAGING

This category is open to station IDs, promos, sweepers, liners, jingles and any other creative use of voice, music, sound effects, video footage and visuals to enhance a station's image. Individual spots or an entire campaign may be entered, but total time of the audio or video submission package cannot exceed five (5) minutes. Imaging produced by any outside firm or professional is ineligible. All submissions must be produced in-house by student staff.

National Student Production Awards: More Contest Rules/The Fine Print

Rules may be amended by the CBI Board of Directors at any time. The CBI Board of Directors is the final authority on all matters involving the contest.

- Entries must be submitted electronically via the CBI website at www.askcbi.org.
- All entries must be submitted as originally broadcast or produced for a class between June 1, 2014 and May 14, 2015.
- Audio entries must be submitted in .MP3 format. Video entries must be submitted in .MP4 or .MOV format.
- The official online entry form must be used. An entry form is to be filled out individually with each entry. Each entry must be placed in the correct subsection (Audio, Video or Combined) and in the correct category.
- Entries are limited to two per category per station.
- The same audio/video piece may only be entered in one category each contest year.
- Entries submitted in previous years are not eligible, with the exception of Student Media Website and Social Media Presence categories.
- Entries must be the original work of students.
- See a full list of rules at www.askcbi.org.

**SUBMISSIONS DUE BY 11:59 P.M.
FRIDAY, MAY 15, 2015**